



WPTV

## ORDER

Print Date 10/31/12

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Flight Dates 10/08/12-10/14/12

Contract / Revision 310705 /

Original Date / Revision  
09/11/12 10/12/12

Advertiser Frankel / Democrat / Congre

Agency Media Strategies and Resea

Buying Contact

1580 Lincoln Street  
Suite 510  
Denver, CO 80203Primary Account Executive  
Cheryl Beers

Account Executive	Order%	Start Date	End Date
Cheryl Beers	100%		

Product  
Frankel for Congress

Agency Com 15%

Billing Contact

1580 Lincoln Street  
Suite 510  
Denver, CO 80203

Sales Office WPTVN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 11889

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Order Share 100% Market Value 30955

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	62	\$26,311.75	\$30,955.00	0.00
Totals	62	\$26,311.75	\$30,955.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/14/12	62	\$26,311.75	\$30,955.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/08/12	10/12/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			5		\$200.00		0.00				
N 2	WPTV	10/08/12	10/12/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	6	\$500.00	P-3	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			6		\$500.00		0.00				
N 3	WPTV	10/08/12	10/14/12	M-F 7-9a TODAY SHOW	CM	7-9a	MTWTF--	:30	6	\$500.00	P-3	0.00	NM	6	\$3,000.00



**WPTV**

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Contract / Revision    **310705**    Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision    09/11/12/    10/12/12

Order Sep    00:20:00

Advertiser    **Frankel / Democrat / Congr**    Product **Frankel for Congress**

Estimate #    **11889**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	10/08/12	10/14/12	M-F 7-9a TODAY SHOW	CM	7-9a	MTWTF--	:30	6	\$500.00	P-3	0.00 NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					6	\$500.00		0.00		
N 4	WPTV	10/13/12	10/13/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S-					1	\$175.00		0.00		
N 5	WPTV	10/13/12	10/13/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$225.00	P-3	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S-					1	\$225.00		0.00		
N 6	WPTV	10/13/12	10/13/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$200.00	P-3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S-					1	\$200.00		0.00		
N 7	WPTV	10/14/12	10/14/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S					1	\$150.00		0.00		
N 8	WPTV	10/14/12	10/14/12	Su 8-9a SUN TODAY	CM	8-9a	-----S	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S					1	\$500.00		0.00		
N 9	WPTV	10/10/12	10/10/12	M-F 10-11a TODAY III	CM	10-11a	--W----	:30	1	\$175.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----					1	\$175.00		0.00		
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1		WPTV	10/08/12-10/14/12	M-F 10-11a			10-11a	--W-----	:30	<del>(\$175.00)</del>		0.00 NM		
		See MG 18.6, 18.7, 18.8 [lur]												
N 10	WPTV	10/09/12	10/11/12	M-F 11-12n RACHEL RAY	CM	11a-12p	-T-T---	:30	2	\$140.00	P-3	0.00 NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-T---					2	\$140.00		0.00		
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1		NPTV	10/08/12-10/14/12	M-F 11-12n			11a-12p	-T-Th-----	:30	\$135.00		0.00 NM		
2		NPTV	10/08/12-10/14/12	M-F 11-12n			11a-12p	-T-Th-----	:30	\$135.00		0.00 NM		
N 11	WPTV	10/12/12	10/12/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	----F--	:30	1	\$135.00	P-3	0.00 NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	----F--					1	\$135.00		0.00		
N 12	WPTV	10/08/12	10/08/12	M-F 1-2p DAYS OF OUR LIVES	CM	1-2p	M-----	:30	1	\$150.00	P-3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$150.00		0.00		
N 13	WPTV	10/10/12	10/10/12	M-F 2-3p MILLIONAIRE	CM	2-3p	--W----	:30	1	\$100.00	P-3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----					1	\$100.00		0.00		



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Contract / Revision    **310705**    Flight Dates **10/08/12-10/14/12**

Hiatus Dates

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Order Sep    00:20:00

Advertiser    **Frankel / Democrat / Congr**    Product **Frankel for Congress**

Estimate #    **11889**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WPTV	10/11/12	10/11/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$100.00		0.00						
N 15	WPTV	10/08/12	10/12/12	M-F 4p-5p ELLEN	CM	4-5p	MT--F--	:30	3	\$300.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT--F--	3		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NPTV	10/08/12-10/14/12		M-F 4p-5p		4-5p	MT---F----	:30		\$275.00		0.00	NM		
2	NPTV	10/08/12-10/14/12		M-F 4p-5p		4-5p	MT---F----	:30		\$275.00		0.00	NM		
3	NPTV	10/08/12-10/14/12		M-F 4p-5p		4-5p	MT---F----	:30		\$275.00		0.00	NM		
N 16	WPTV	10/08/12	10/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$585.00	P-3	0.00	NM	5	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	5		\$585.00		0.00						
N 17	WPTV	10/08/12	10/12/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	5		\$500.00		0.00						
N 18	WPTV	10/08/12	10/12/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	5	\$650.00	P-3	0.00	NM	5	\$6,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	5		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/08/12-10/14/12		M-F 6-630p		6-630p	MTWThF----	:30		<del>(\$650.00)</del>		0.00	NM		
See MG 18.6,18.7,18.8															
[lur]															
4	WPTV	10/08/12-10/14/12		M-F 6-630p		6-630p	MTWThF----	:30		<del>(\$650.00)</del>		0.00	NM		
See MG 18.6,18.7,18.8															
[lur]															
5	WPTV	10/08/12-10/14/12		M-F 6-630p		6-630p	MTWThF----	:30		<del>(\$650.00)</del>		0.00	NM		
See MG 18.6,18.7,18.8															
[lur]															
6	NPTV	10/11/12-10/11/12		M-F 530-6p		530-6p	---Th-----	:30		\$1,600.00		0.00	NM		
Ⓜ MG for 18.5,18.4,9.1,22.1,18.1															
7	NPTV	10/12/12-10/12/12		M-F 6-630p		6-630p	-----F----	:30		\$1,800.00		0.00	NM		
Ⓜ MG for 18.5,18.4,9.1,22.1,18.1															
8	NPTV	10/11/12-10/11/12		M-F 630-7p		630-7p	---Th-----	:30		\$2,150.00		0.00	NM		
Ⓜ MG for 18.5,18.4,9.1,22.1,18.1															
N 19	WPTV	10/08/12	10/08/12	Monday Prime C REVOLUTION	CM	10-11p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$750.00		0.00						
N 20	WPTV	10/09/12	10/09/12	Tuesday Prime B GO ON/NEW NORMAL	CM	9-10p	-T-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$750.00		0.00						
N 21	WPTV	10/10/12	10/10/12	Wednesday Prime C CHICAGO FIRE	CM	10-11p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



**WPTV**

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Contract / Revision    **310705**    Flight Dates **10/08/12-10/14/12**

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Order Sep    00:20:00

Advertiser    **Frankel / Democrat / Congr**    Product **Frankel for Congress**

Estimate #    **11889**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WPTV	10/10/12	10/10/12	Wednesday Prime C CHICAGO FIRE	CM	10-11p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$1,500.00		0.00			
N22	WPTV	10/11/12	10/11/12	Thursday Prime C ROCK CENTER	CM	10-11p	---T---	:30	1	\$750.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/08/12-10/14/12		Thursday Prime C		10-11p	---Th----	:30		<del>(\$750.00)</del>		0.00	NM		
See MG 18.6, 18.7, 18.8 [programming p/e per cb]															
N23	WPTV	10/12/12	10/12/12	Friday Prime B GRIMM	CM	9-10p	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$500.00		0.00			
N24	WPTV	10/08/12	10/12/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					5	\$600.00		0.00			
N25	WPTV	10/13/12	10/13/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$625.00	P-3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$625.00		0.00			
N26	WPTV	10/14/12	10/14/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-12X (11:30 PM-12:00 XM)	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/08/12-10/14/12		Su 1130p-1205a after NFL		1130p-12X	(11:30 PM-12:00 XM)-----Su	:30		<del>(\$600.00)</del>		0.00	NM		
See MG 26.2 [lur]															
2	NPTV	10/13/12-10/13/12		Sa 7-8a		7-8a	-----Sa--	:30		\$600.00		0.00	NM		
Ⓜ MG for 26.1 10/14															
N27	WPTV	10/08/12	10/12/12	M-F 1135p-1235a TONIGHT SHOW	CM	1135p-1235a	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					5	\$225.00		0.00			
Totals														62	\$30,955.00